ORDER

Orders Order / Rev:

Alt Order #:

37290 08866119

Product Desc:

BERKLEY/SENATE/D

Estimate:

Flight Dates:

09/18/12 - 09/24/12

Original Date / Rev:

09/17/12 / 09/27/12

Order Type:

GENERAL

KLAS

Primary AE:

Sales Office:

Sales Region:

K-WAS National

Broadcast

Mike Jones

Agency

Name:

Shorr Johnson Magnus

Buying Contact:

Billing Contact:

1831 Chestnut St.

Philadelphia, PA 19103

Billing Type:

Cash

Billing Calendar:

Billing Cycle:

Agency Commission:

EOM/EOC

15%

Advertiser

Name:

Priority:

Berkley, Shelley - D-USS

AGY, POL, CAND

Demographic:

Revenue Codes:

A35+

Product Codes:

P01

LV1

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Spots | Gross Amount Net Amount End Date Start Date 61 \$34,970.00 \$29,724.50 09/24/12 08/27/12

Totals

Month	# Spots	Gross Amount	Net Amount	Rating		
September 2012	61	\$34,970.00	\$29,724.50	0.00		
Totals	61	\$34,970.00	\$29,724.50	0.00		

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	30%	\$34,970.00		
Market	100%	\$116,566.67		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$29,141.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$5,828.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	09/18/12	09/21/12	8 News Now 4-5a	CM	4-5a	-TWTF	:30	6	\$35.00LV3	0.00 NM	6	\$210.00
				8 News Now 4-5a	1								
	NEWS												
	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
V	Veek: 09.	/17/12	09/23/12	-TWTF	6	\$35.00	0.00						
E 2	8	09/24/12	09/24/12	8 News Now 4-5a	СМ	4-5a	M	:30	2	\$35.00LV3	0.00 NM	2	\$70.00
				8 News Now 4-5a	a								

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KLAS

Order / Rev:

37290

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

08866119

Product Desc:

BERKLEY/SENATE/D

Flight Dates:

09/18/12 - 09/24/12

Estimate:

Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount **NEWS** Start Date **End Date** Spots/Week Rating Weekdays Rate M----Week: 09/24/12 09/30/12 \$35.00 0.00 7-9a -TWTF--\$440.00LV1 0.00 NM 2 \$880.00 09/18/12 09/21/12 CBS This Morning 7-9a CM :30 E 3 8 **CBS This Morning CBS THIS MORNING Start Date End Date** Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 -TWTF--\$440.00 0.00 7-9a M----:30 1 \$440.00LV1 0.00 NM 1 \$440.00 8 09/24/12 09/24/12 CBS This Morning 7-9a CM **CBS This Morning CBS THIS MORNING** Spots/Week Rating **Start Date End Date** Weekdays Rate 09/30/12 \$440.00 0.00 Week: 09/24/12 2 :30 \$565.00LV1 0.00 NM \$1,130.00 09/18/12 09/21/12 8 News Now 5a M-F CM 5-6a -TWTF--8 News Now 5a M-F **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 09/23/12 -TWTF--\$565.00 0.00 Week: 09/17/12 СМ -TWTF--:30 \$750.00LV1 0.00 NM 1 \$750.00 E 6 09/18/12 09/21/12 8 News Now 6a M-F 6-7a 8 News Now 6a M-F **NEWS** Spots/Week Rating **Start Date End Date** Weekdays Rate -TWTF--0.00 \$750.00 Week: 09/17/12 09/23/12 \$690.00 \$690.00LV1 0.00 NM 1 09/18/12 09/21/12 8 News Now Noon M-F CM 12-1230p -TWTF--:30 8 News Now Noon M-F **NEWS End Date** Weekdays Spots/Week Rate Rating **Start Date** -TWTF--\$690.00 0.00 Week: 09/17/12 09/23/12 :30 \$690.00LV1 0.00 NM 1 \$690.00 8 News Now Noon M-F CM 12-1230p M-----E 8 09/24/12 09/24/12 8 News Now Noon M-F **NEWS** Rating Spots/Week Start Date **End Date** Weekdays Rate \$690.00 0.00 Week: 09/24/12 09/30/12 M----0.00 NM 2 \$2,000.00 -TWTF--:30 2 \$1,000.00LV1 09/18/12 09/21/12 Ellen CM 3-4p E 9 8 Ellen **ELLEN** Start Date **End Date** Weekdays Spots/Week Rate Rating -TWTF--0.00 Week: 09/17/12 09/23/12 2 \$1,000.00 :30 \$325.00LV2 0.00 NM 2 \$650.00 09/24/12 09/24/12 CM 3-4p M----2 E 10 8 Ellen Ellen FILEN Spots/Week Rating **Start Date End Date Weekdays** Rate 0.00 \$325.00 Week: 09/24/12 09/30/12 M----2 9-10a :30 \$250.00LV2 0.00 NM 1 \$250.00 8 09/24/12 09/24/12 Live w/Kellv CM E 11 Live With Regis & Kelly LIVE WITH KELLY Spots/Week Rating **End Date** Weekdays Rate Start Date Week: 09/24/12 09/30/12 \$250.00 0.00 \$900.00LV1 0.00 NM \$900.00 1230-2p Soaps/ LMAD CM 1230-2p -TWTF--:30 1 8 09/18/12 09/21/12 Soaps / Let's Make A Deal **BOLD/DEAL** Spots/Week Rating Start Date **End Date** Weekdays Rate -TWTF--\$900.00 0.00 09/23/12 Week: 09/17/12 1230-2p Soaps/ LMAD CM \$900.00LV1 0.00 NM 2 \$1,800.00 :30 09/24/12 09/24/12 1230-2p M-----E 13 8 Soaps / Let's Make A Deal **BOLD/DEAL** Rating Start Date **End Date** <u>Weekdays</u> Spots/Week Rate 09/30/12 M-----\$900.00 0.00 Week: 09/24/12 0.00 NM 09/18/12 09/21/12 630-7p Inside Edition CM 630-7p -TWTF--:30 \$875.00LV1 3 \$2,625.00 Inside Edition INSIDE EDITION

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KLAS

Order / Rev:

37290

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

08866119

Product Desc:

BERKLEY/SENATE/D

Flight Dates:

09/18/12 - 09/24/12

Estimate:

Rate Pri Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rtg Type Spots Amount 09/18/12 09/21/12 630-7p Inside Edition СМ 630-7p -TWTF--:30 \$875.00LV1 0.00 NM \$2,625.00 E 14 8 Inside Edition INSIDE EDITION **End Date** Rating Start Date **Weekdays** Spots/Week Rate -TWTF--0.00 Week: 09/17/12 09/23/12 \$875.00 09/24/12 09/24/12 630-7p Inside Edition CM 630-7p M----:30 \$875.00LV1 0.00 NM \$875.00 Inside Edition INSIDE EDITION Start Date **End Date** Weekdays Spots/Week Rate Rating \$875.00 0.00 Week: 09/24/12 09/30/12 ----S \$600.00LV1 0.00 NM 1 \$600.00 09/23/12 09/23/12 4-430p, 630-7p :30 8 8 News Now Sun 5-7p CM E 16 (6:30 PM-7:00 PM) 8 News Now Sun **NEWS** Spots/Week **Start Date End Date** Weekdays Rate Rating ----S 0.00 \$600.00 Week: 09/17/12 09/23/12 8 News Now 5-630p M-FCM :30 3 \$1,000.00LV1 0.00 NM 3 \$3,000.00 E 17 09/18/12 09/21/12 5-630p -TWTF--8 News Now 5-630p M-F **NEWS** Spots/Week Rate Rating Start Date **End Date** Weekdays -TWTF--Week: 09/17/12 09/23/12 3 \$1,000.00 0.00 \$375.00LV2 0.00 NM 2 \$750.00 :30 E 18 09/24/12 09/24/12 8 News Now 5-630p M-FCM 5-630p M----8 News Now 5-630p M-F **NEWS Start Date End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 \$375.00 0.00 8 News Now 4p M-F CM 4-5p -TWTF--:30 2 \$940.00LV1 0.00 NM 2 \$1,880.00 09/18/12 09/21/12 E 19 (4:30 PM-5:00 PM) 8 News Now 4p M-F **NEWS** Rating **Start Date End Date** <u>Weekdays</u> Spots/Week <u>Rate</u> 09/23/12 -TWTF--\$940.00 0.00 2 Week: 09/17/12 :30 \$300.00LV2 0.00 NM \$300.00 E 20 8 09/24/12 09/24/12 8 News Now 4p M-F CM 4-5p 8 News Now 4p M-F (4:30 PM-5:00 PM) **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 09/30/12 \$300.00 0.00 Week: 09/24/12 7-8p Rotator CM 7-8p -TWTF--:30 4 \$1,000.00LV1 0.00 NM \$4,000.00 09/18/12 09/21/12 E 22 8 7-8p Rotator ET/INSIDER Spots/Week Rating Start Date End Date <u>Weekdays</u> Rate \$1,000.00 -TWTF--0.00 09/23/12 4 Week: 09/17/12 \$1,000.00 :30 1 \$1,000.00LV1 0.00 NM E 23 8 09/24/12 09/24/12 7-8p Rotator CM 7-8p M----7-8p Rotator ET/INSIDER Spots/Week Rating **Start Date End Date** Weekdays Rate 09/30/12 M----\$1,000.00 0.00 Week: 09/24/12 CM 1135p-1237a -TWTF--:30 \$750.00LV1 0.00 NM 3 \$2,250.00 8 09/18/12 09/21/12 E 24 Letterman Letterman **LETTERMAN Start Date End Date** <u>Weekdays</u> Spots/Week Rate Rating -TWTF--\$750.00 0.00 09/23/12 Week: 09/17/12 \$750.00LV1 0.00 NM \$750.00 :30 E 25 8 09/24/12 09/24/12 Letterman CM 1135p-1237a M-----Letterman **LETTERMAN** Spots/Week Rating Start Date **End Date** Weekdays <u>Rate</u> 0.00 Week: 09/24/12 09/30/12 M----\$750.00 0.00 NM E 26 8 09/18/12 09/21/12 **Craig Ferguson** CM 1237a-137a -TWTF--:30 \$115.00LV2 3 \$345.00 (12:37 XM-1:37 XM) Craig Ferguson **FERGUSON** Start Date **End Date** Weekdays Spots/Week Rate Rating -TWTF--\$115.00 0.00 Week: 09/17/12 09/23/12 \$115.00LV2 \$115.00 CM 1237a-137a :30 0.00 NM E 27 09/24/12 09/24/12

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Order / Rev:

37290

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

08866119

Flight Dates:

09/18/12 - 09/24/12

Estimate:

Product Desc: BERKLEY/SENATE/D KLAS

Ln (Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
			Craig Ferguson Craig Ferguson		(12:37 XM-1	:37 XM)						
H	ERGUSON Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
	ek: 09/24/12	09/30/12	M	1 C=/C+/CM	\$115.00	0.00	.20	4	\$250 00L\/2	0.00 NIM	4	6350.00
E 28 Ni	8 09/22/ EWS	12 09/23/12	8 News Now 11p 8 News Now Sa/		11-1135P	SS	:30	1	\$350.00LV2	0.00 NM		\$350.00
Wee	Start Date ek: 09/17/12	End Date 09/23/12	Weekdays SS	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
E 29		12 09/22/12	Politics Now S Se Politics Now S Se		Various (5:30 PM-6:0	S- 00 PM)	:30	1	\$250.00LV2	0.00 NM	1	\$250.00
	OLITICS NOV Start Date ek: 09/17/12	End Date 09/23/12	Weekdays	Spots/Week	<u>Rate</u> \$250.00	Rating 0.00				ı		
E 30		12 09/23/12	CBS News Sunda	•		y MorniS	:30	1	\$850.00LV1	0.00 NM	1	\$850.00
CI	BS SUNDAY I Start Date	MORNING End Date	Weekdays	Spots/Week	Rate	Rating						
	ek: 09/17/12	09/23/12	S	1	\$850.00	0.00						
E 31	8 09/23/	12 09/23/12	8 News Now Sun 8 News Now Sun		8 News Now	/ Sun AS	:30	1	\$850.00LV1	0.00 NM	1	\$850.00
NI	EWS Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 09/17/12	09/23/12	S	<u> </u>	\$850.00	0.00			11-11-1			
E 32	8 09/23/	12 09/23/12	Face The Nation Face The Nation	СМ	Face The Na	ationS	:30	1	\$940.00LV1	0.00 NM	1	\$940.00
F#	ACE THE NAT Start Date	TON End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 09/17/12	09/23/12	s	1	\$940.00	0.00						
E 33			ACC Football ACC Football	СМ	930a-12n	S-	:30	2	\$750.00LV1	0.00 NM	2	\$1,500.00
N	CAA FOOTBA Start Date	LL. End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 09/17/12	09/23/12	S-	2	\$750.00	0.00						
E 35	8 09/23/ LECTRIC PLA	12 09/23/12	Sun 4-5P Elec Pla Electric Playgrou		430-530p	S	:30	1	\$150.00LV2	0.00 NM	0	\$0.00
E1		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				l		
Wee Spot	ek: 09/17/12 <u>Ch</u> <u>Date R</u>	09/23/12	S Description		\$150.00 t/End Time	0.00 V	Veekdays	Ler	ngth Rate	Rtg Type		
1	8 09/17/1		Sun 4-5P Elec Play			_	St		:30 (\$150.00)			
	Credited move \$\$ to	37377/8860	799									
E 36	8 09/24/	12 09/24/12	Price Is Right Price Is Right	СМ	10-11a	M	:30	1	\$1,000.00LV1	0.00 NM	1	\$1,000.00
P	RICE IS RIGH		· ·			D. //						
Wee	Start Date ek: 09/24/12	End Date 09/30/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$1,000.00	Rating 0.00				į		
E 37			Sat 1135p-1235a Private Practice	Priv PIGM	1135p-1235	aS-	:30	1	\$70.00LV2	0.00 NM	1	\$70.00
Pi	RIVATE PRAC Start Date	CTICE End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	ek: 09/17/12	09/23/12	s-	1	\$70.00	0.00			000 00117	0.00.100	_	80.00
E 38		12 09/22/12	Sat 1235-135a Da Da Vinci Inquest		12.35a-1.35 (12:35 XM-1		:30	2	\$60.00LV2	0.00 NM	0	\$0.00
D	A VINCI Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 09/17/12	09/23/12	S-	2		0.00				l		

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Totals

\$34,970.00

61

 Order / Rev:
 37290
 Advertiser:
 Berkley, Shelley - D-USS

 Alt Order #:
 08866119
 Product Desc:
 BERKLEY/SENATE/D
 KLAS

 Flight Dates:
 09/18/12 - 09/24/12
 Estimate:

Ln C	h Star	t End	Inventory Code	Break	Start/En	d Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 38	8 09/22	/12 09/22/12	Sat 1235-135a Da	Vinci I6M	12.35a-1.3	5aS	- :30	2	\$60.00LV2	0.00 NM	0	\$0.00
			Da Vinci Inquest		(12:35 XM-	1:35 XM)						
DA	VINCI											
	Start Date		<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	k: 09/17/12	09/23/12	S-	2	\$60.00	0.00						
<u>Spot</u>	Ch Date F		<u>escription</u>		/End Time		<u>Weekdays</u>	Leng		Rtg Type		
1		/12-09/23/12 S	at 1235-135a DaVi	inci Inq 12.3	5a-1.35a	(12:35 XM-1:35	Sa-	- ::	30 (\$60.00)	0.00 NM		
	Credited											
	· · · · · · · ·	o 37377/8860 [°]					_					
2	8 09/17/	12-09/23/12 S	iat 1235-135a DaVi	nci Inq 12.3	5a-1.35a	(12:35 XM-1:35	Sa-	- ::	30 (\$60.00)	0.00 NM		
	Credited											
	move \$\$ t	0 37377/8860	799									
E 39	8 09/23	/12 09/23/12	Eye on Wash/Wa	II St JoGM	5-6a		s :30	1	\$190.00LV1	0.00 NM	1	\$190.00
			Eye On Wash/Wa	ali St Jrni								
EY	E ON WAS	HINGTON/WS	3J									
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Weel	k: 09/17/12	09/23/12	S	1	\$190.00	0.00						
N 40	8 09/18	/12 09/21/12	8 News Now 4-5a	CM	4-5a	-TWTF-	- :30	1	\$20.00LV4	0.00 NM	1	\$20.00
			8 News Now 4-5a	1								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Weel	k: 09/17/12	09/23/12	-TWTF	1	\$20.00	0.00						